

January 18, 2022



Love Stinks, Flowers Always Smell Good: Ferry-Morse Launches Limited-Edition Break Up Gift Box for Valentine's Day

Breakup Season Is Coming: Whether a gift to oneself or a friend mending a broken heart, gardening box delivers flowers with benefits

NORTON, Mass.--(BUSINESS WIRE)-- Roses are red, but many are feeling the relationship blues as we head into Valentine's Day. In fact, breakups are so common prior to the February 14 saccharine holiday there's a term for it: [Red Tuesday](#), the Tuesday before Valentine's Day when your significant other is most likely to break up with you. Better than a pint of ice cream to help get over it, the team at Ferry-Morse curated its first ever "[Break Up Gift Box](#)" filled with seeds and accessories needed to grow beautiful, fresh flowers that will last longer than most romances.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220117005408/en/>



"Breakups, no matter how they happen, stink. But that doesn't mean you need to be deprived of Valentine's Day flowers," said Rebecca Sears, Chief Gardening Guru for Ferry-Morse. "We think our 'Break Up Gift Box' can ignite a new passionate love affair – for gardening. As with every relationship, gardening comes with ups and downs, but Ferry-Morse is there every step of the way and when you have a

Ferry-Morse Break Up Gift Box (Photo: Business Wire)

beautiful flower
garden grown from a

few seeds, no romance will beat the joy and fulfillment it brings.”

Perfect to gift to oneself or a friend going through a breakup, the limited edition “Break Up Gift Box” features seven heart-mending themed Ferry-Morse flower seed packets like Bachelor Button, Forget Me Not and Love Lies Bleeding, as well as a Jiffy Seed Starting Greenhouse Kit for successfully starting plants indoors. Packaged in an [eye-catching heartbreak box](#), it also includes three cheeky stickers with phrases like “leaf me alone” and “it’s thyme to move on,” and a journal to document the gardening process or to just let out some relationship frustrations.

Trusted by gardeners since 1856, Ferry-Morse.com offers tools, resources and inspiration to help to grow a successful garden. New and experienced gardeners alike can find the products and information needed for garden planning, seed starting, indoor or outdoor plant care, harvesting and much more.

The Ferry-Morse Break Up Gift Box is available for purchase on [Ferry-Morse.com](#), while supplies last.

About Ferry-Morse

Founded in 1856, Ferry-Morse is one of the oldest operating seed companies in the United States and pioneered the practice of selling only fresh flower, herb, and vegetable seeds, packed for the current season. Along with our history comes a wealth of knowledge, innovations, and experience helping generations of gardeners. What has always been at the center of the Ferry-Morse brand are quality and integrity, including a dedication to only Non-GMO seeds. Ferry-Morse is part of the Green Garden Products family of brands, the leading supplier of seed packets and seed starter products for flower and vegetable gardens in North America. Green Garden is owned by Central Garden & Pet, a market leader in the Garden and Pet industries. [ferrymorse.com](#)

About Central Garden & Pet

Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 40 years. With fiscal 2021 net sales of \$3.3 billion, Central is on a mission to lead the future of the pet and garden industries. The Company’s innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier and communities grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands including Pennington, Nylabone, Kaytee, Amdro and Aqueon, strong manufacturing and distribution capabilities and a passionate, entrepreneurial growth culture. Central Garden & Pet is based in Walnut Creek, California and has over 7,000 employees across North America and Europe. For additional information about Central, please visit [www.central.com](#).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20220117005408/en/>

Tori Partykevich
360PR+

(630) 670-7147

Source: Central Garden & Pet Company